

WHAT IS CLAIMED IS:

1. An apparatus for managing a point allotted to each customer for an amount of a purchasing and for invalidating the point that is not used within a predetermined period, the apparatus comprising:

5 an invalidated point calculating unit that calculates total invalidated points from a sum of the points invalidated for all customers; and

a point payback calculating unit that calculates a point payback to be distributed to each customer from the total invalidated points, and
10 that makes a payback of the point calculated to the each customer.

2. The apparatus according to claim 1, further comprising:

a history storing unit that stores a purchasing history of the each customer, wherein

15 the point payback calculating unit calculates an amount of the points to be paid back to the each customer based on the purchasing history.

3. The apparatus according to claim 2, wherein

20 the purchasing history includes a purchasing date of a product, and

the point payback calculating unit calculates the amount of the points to be paid back to the each customer by scoring the each customer according to number of days passed since the purchasing
25 date to a next purchasing date and multiplying the total invalidated

points by a ratio of a score of the each customer to a sum of scores of all customers.

4. The apparatus according to claim 2, further comprising:

5 a point invalidating unit that invalidates points of a customer that are not used for a predetermined period based on the purchasing history, wherein

the invalidated point calculating unit calculates a sum of the points of all customers invalidated by the point invalidating unit as the
10 total invalidated points.

5. The apparatus according to claim 4, wherein the point invalidating unit invalidates the points that are not used for the predetermined period if the customer makes no purchasing within the
15 predetermined period.

6. The apparatus according to claim 1, further comprising:

an information output unit that outputs at least information on an accumulation status of the total invalidated points calculated by the
20 invalidated point calculating unit.

7. The apparatus according to claim 6, further comprising:

an estimating unit that estimates the points to be paid back to the each customer based on the information on the accumulation status
25 of the total invalidated points, wherein

the information output unit further outputs information on the points to be paid back to the each customer estimated.

8. The apparatus according to claim 6, further comprising:

5 a transition calculating unit that calculates a transition of the total invalidated points for a preset period; wherein

the information output unit further outputs information on the transition of the total invalidated points.

10 9. A method of managing a point allotted to each customer for an amount of a purchasing and for invalidating the point that is not used within a predetermined period, the method comprising:

calculating total invalidated points from a sum of the points invalidated for all customers;

15 calculating a point payback to be distributed to each customer from the total invalidated points; and

making a payback of the point calculated to the each customer.

10. The method according to claim 9, further comprising:

20 storing a purchasing history of the each customer, wherein

an amount of the points to be paid back to the each customer is calculated based on the purchasing history.

11. The method according to claim 10, wherein

25 the purchasing history includes a purchasing date of a product,

and

the amount of the points to be paid back to the each customer is calculated by scoring the each customer according to number of days passed since the purchasing date to a next purchasing date and
5 multiplying the total invalidated points by a ratio of a score of the each customer to a sum of scores of all customers.

12. The method according to claim 10, further comprising:
invalidating points of a customer that are not used for a
10 predetermined period based on the purchasing history, wherein
at the calculating the total invalidated points, a sum of the points of all customers invalidated at the invalidating is calculated as the total invalidated points.

15 13. The method according to claim 12, wherein at the invalidating, the points that are not used for the predetermined period are invalidated if the customer makes no purchasing within the predetermined period.

20 14. The method according to claim 9, further comprising:
outputting point information that outputs at least information on an accumulation status of the total invalidated points calculated.

15. The method according to claim 14, further comprising:
25 estimating the points to be paid back to the each customer

based on the information on the accumulation status of the total
invalidated points, wherein

the outputting further outputs information on the points to be
paid back to the each customer estimated.

5

16. The method according to claim 14, further comprising:
calculating a transition of the total invalidated points for a preset
period, wherein

the outputting further outputs information on the transition of the
10 total invalidated points.

17. A computer program for managing a point allotted to each
customer for an amount of a purchasing and for invalidating the point
that is not used within a predetermined period, the computer program
15 making a computer execute:

calculating total invalidated points from a sum of the points
invalidated for all customers;

calculating a point payback to be distributed to each customer
from the total invalidated points; and

20 making a payback of the point calculated to the each customer.